WHAT IS CLAIMED IS:

1.   1. A network based marketing system allowing a service provider to obtain new and
2.   repeat clients, the system configured to communicate a personalized promotion,
3.   the system comprising:
4.   a database containing a plurality of client profiles, wherein each profile
5.   includes a network contact address for the respective client;
6.   a network interface configured to receive a promotion from a service
7.   provider;
8.   a merge module configured to combine the promotion with each of the
9.   respective plurality of client profiles to create a plurality of personalized
10.   promotions; and
11.   a communication module configured to send each personalized promotion
12.   to each respective client at the network contact address for the respective client.

1.   2. The system of claim 1, further comprising a remote access interface configured to
2.   allow a new client to add a profile to the database.

1.   3. The system of claim 2, wherein the remote access interface is further configured
2.   to allow the service provider to add, update, and delete profiles in the database.

1.   4. The system of claim 3, wherein the remote access interface is further configured
2.   to receive additions, updates, and deletions from the service provider via a web
3.   browser.

1.   5. The system of claim 4, wherein the remote access interface requires authorization
2.   from the service provider prior to accepting additions, updates, and deletions.

1.   6. The system of claim 1, wherein the network interface is further configured to
2.   receive the promotion via a web browser.

1   7.   The system of claim 1, wherein the network interface is configured to receive a set

2   of criteria defining a client profile, the merge module further comprising:

3   a filter module configured to filter the database of client profiles based on

4   the set of criteria provided by the service provider to create a subset of profiles

5   targeted for receipt of the promotion.

1   8.   The system of claim 7, wherein the merge module further comprises:

2   a combine module configured to customize the promotion for each client

3   profile in the subset of profiles to create a plurality of personalized promotions.

1   9.   The system of claim 8, wherein the network interface is further configured to

2   receive a date on which the personalized promotions are to be sent.

1   10.   The system of claim 1, wherein the promotion includes a reference to additional

2   network based information regarding the promotion.

1   11.   The system of claim 1, wherein the promotion comprises text, graphics, audio,

2   and video.

1   12.   The system of claim 1, wherein the communication module requires an

2   authorization from the service provider prior to sending the personalized

3   promotions.

1   13.   The system of claim 1, further comprising a scheduling module configured to

2   manage a calendar of events for the service provider.

1   14.   The system of claim 13, wherein the scheduling module is further configured to

2   schedule new appointments.

1   15.   The system of claim 14, wherein the scheduling module is further configured to

2   cancel existing appointments.

1   16.   The system of claim 15, wherein the personalized promotion includes a reference
2   providing access to the scheduling module.

1   17.   The system of claim 16 wherein the scheduling module is further configured to
2   send a personalized message to a client based on information stored in the client
3   profile.

1   18.   The system of claim 17 wherein the personalized message comprises a holiday
2   greeting, a birthday message, an anniversary message, an appointment reminder,
3   and a prescription reminder.

1   19.   The system of claim 1, further comprising a reporting module configured to
2   generate a plurality of reports containing information regarding a personalized
3   promotion.

1   20.   The system of claim 1, further comprising a billing module configured to
2   calculate a total cost for sending the personalized promotions.

1   21.   A computer system including a microprocessor, a persistent storage area
2   containing network contact information for a plurality of clients, a volatile storage
3   area, and a communication means, the computer system configured to
4   communicate a personalized promotion to a client, the computer system further
5   including an execution area configured to receive a promotion, personalize the
6   promotion for each respective client, and send the personalized promotion, via the
7   communication means, to each client at the respective network contact.

1 22. A method for conducting network based marketing, the method comprising:

2   receiving a set of criteria from a service provider, the set of criteria

3 describing the characteristics of a desired client profile;

4   filtering a database containing a plurality of client profiles to determine a

5 group of targeted client profiles meeting the set of criteria;

6   receiving a promotion from the service provider;

7   sending the promotion to each client in the group of targeted client

8 profiles, wherein the promotion is sent electronically;

9   calculating a total number of promotions sent; and

10   determining a total cost for sending the promotions, wherein the total cost

11 is based on the total number of promotions sent.

1 23. The method of claim 22, further comprising:

2   defining a plurality of tiers, wherein each tier encompasses a non-

3 overlapping range;

4   establishing a unit price for each tier;

5   calculating a total number of promotions sent; and

6   determining a total cost for sending the promotions, wherein the total cost

7 is based on the total number of promotions sent in each respective tier and the unit

8 price for each respective tier.

1 24. The method of claim 22, further comprising:

2   personalizing the promotion for each client in the group of targeted client

3 profiles.

1 25. The method of claim 24, further comprising:

2   receiving a date on which the promotions are to be sent to the group of

3 targeted client profiles.

1 26. The method of claim 22, further comprising:

2   providing a reference to additional information within the promotion.

1   27.   The method of claim 22, further comprising:

2   generating a report for the service provider containing summary

3   information regarding a promotion.

1   28.   The method of claim 22, further comprising:

2   providing network based access to the database for a new client; and

3   receiving a new client profile from the new client.

1   29.   The method of claim 28, further comprising:

2   providing network based access to the database for the service provider;

3   requiring authorization from the service provider to access the database;

4   and

5   receiving additions, updates, and deletions from the service provider.

1   30.   A method for conducting network based marketing, comprising:

2   searching a database containing a plurality of client profiles for an event

3   pertaining to a client;

4   composing a personalized message to the client pertaining to the event;

5   and

6   sending the personalized message to the client via a network.